



Media Contacts: Tracy Quan
(305) 539-6577
tquan@rccl.com

Lyan Sierra-Caro
(305) 539-4091
lsierracar@rccl.com

**Royal Caribbean International Launches *Oasis of the Seas* Webisode Series
*Cruise Line Kicks Digital Media Platform Into High Gear***

MIAMI, May 12, 2009 – The first of many webisodes counting down to the December 2009 launch of Royal Caribbean International’s *Oasis of the Seas*, the largest and most innovative cruise ship ever to set sail, has been launched on the ship’s website, www.oasisoftheseas.com. The weekly webisodes will give consumers a behind-the-scenes look at what it takes to bring a cruise ship as technically advanced as *Oasis of the Seas* – with its 16 decks and capacity of 5,400 passengers at double occupancy – to life.

The first webisode, entitled “Evolutionary Revolution” uses architectural design sketches, ship renderings, and interviews with key figures behind the development of *Oasis of the Seas* to help illustrate just how the ship came to be. The webisode will be followed by others that feature safety preparations, construction milestones, design and architecture, the conception of innovative guest amenities and more. All webisodes will be no more than a few minutes in length and can be accessed at www.oasisoftheseas.com, where they will be available for viewing and downloading by those who wish to share the content on blogs, online, or through television broadcast use. Viewers also can receive regular updates by signing up for an RSS feed on the site.

In addition to the webisodes, the [Oasisoftheseas.com](http://www.oasisoftheseas.com) site also features the [Chairman’s blog](#) by [Richard D. Fain, Chairman and CEO of parent company Royal Caribbean Cruises Ltd.](#); a full press room with press releases on *Oasis of the Seas*; an image gallery with high-resolution images and renderings available for download; and an e-brochure of the ship, among other interactive tools.

The webisodes are but one example of the advances Royal Caribbean has made in the world of digital media in recent months. The cruise line also launched a Twitter account – [OasisandAllure](#) – which provides the latest ‘shiptoids’ on *Oasis of the Seas* and her sister ship, *Allure of the Seas*, which is also under construction and scheduled to launch in fall 2010.

(more)

In addition, Royal Caribbean recently launched its new integrated brand campaign, “The Nation of Why Not,” which features an online community on the cruise line’s website, www.royalcaribbean.com, that allows past, present, and future cruisers the opportunity to share “Why Not” moments through personal anecdotes and photography. The site is also home to a [blog by Adam Goldstein, President and CEO of Royal Caribbean International](#), which covers the latest news across the cruise line as well as offering a personal perspective from Goldstein.

Royal Caribbean International also launched an online radio show, “Why Not Talk Cruise,” which is hosted by the Vice President of Sales, Ken Muskat. The show, which airs every Friday at 2 pm ET, gives listeners an inside look at Royal Caribbean’s Nation of Why Not and its citizens with an exciting line-up of special guests each week. Guests can tune in to the show at www.voiceamericavariety.com.

When she launches in December 2009, *Oasis of the Seas* will be the largest and most revolutionary cruise ship in the world. An architectural marvel at sea, she will span 16 decks, encompass 220,000 gross registered tons (GRT), carry 5,400 guests at double occupancy, and feature 2,700 staterooms. *Oasis of the Seas* will be the first ship to tout the cruise line’s new neighborhood concept of seven distinct themed areas, which includes Central Park, Boardwalk, the Royal Promenade, the Pool and Sports Zone, Vitality at Sea Spa and Fitness Center, Entertainment Place and Youth Zone. The ship will sail from her home port of Port Everglades in Fort Lauderdale, Fla. Additional information is available at www.oasisoftheseas.com.

Royal Caribbean International is a global cruise brand with 20 ships currently in service and two under construction. The line also offers unique cruisetour vacations in Alaska, Canada, Dubai, Europe, and Australia and New Zealand. For additional information or to make reservations, call your travel agent, visit www.royalcaribbean.com or call (800) ROYAL-CARIBBEAN. Travel professionals should go to www.cruisingpower.com or call (800) 327-2056.

#